

CONTRACT

KVVU TV
25-TV 5 Drive
Henderson, NV 89014
(702)435-5555

New

Contract / Revision 500448 /		Alt Order # 06399252
Product ROMNEY FOR PRESIDENT		
Contract Dates 10/31/12 - 11/06/12		Estimate #
Advertiser Romney for President, Inc		Original Date / Revision 10/30/12 / 10/30/12
Billing Cycle EOM/EOC	Billing Calendar Broadcast	Cash/Trade Cash
Station KVVU	Account Executive Teresa Difuria	Sales Office TELEREP-PHIL
Special Handling		
Demographic Adults 35+		
IDB#	Advertiser Code	Product Code
Agency Ref		Advertiser Ref

And:

American Rambler Productions
138 Conant Street
Beverly, MA 01915
USA

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
D 20	KVVU	11/04/12	11/04/12	Fox News Sunday 8-9a	8-9a		:30			NM	0	\$0.00
D 22	KVVU	11/04/12	11/04/12	NFL Late Game	NFL Late Game		:30			NM	0	\$0.00
Totals											86	\$147,850.00

Time Period	# of Spots	Gross Amount	Net Amount
10/29/12 - 11/06/12	86	\$147,850.00	\$125,672.50
Totals	86	\$147,850.00	\$125,672.50

Signature: _____ **Date:** _____

(* Line Transactions: N = New, E = Edited, D = Deleted)

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FAX# 610-225-1191
CREDIT RISK !!
HARRIS REPORT FROM REP
CHANGES
OCT30/12 15.12
*** KVVU-TV ***

REP. #	OFF. #	762	SALESMAN #
BUYER NAME	STEPHANIE KINCAID		
SALES PRSN	PH-	TERESA DIFURIA	

CLASS: NATL. LOCAL REGIONAL

CITY TAX _____ STATE TAX _____ CO-OP BILLING NEEDED _____ DATE 06/30/12 12.11

ON LINE
NEW TOTAL \$147850 (-260000)
PLS CNF THANKS
NIKKI

CON CM ***** THIS IS A CASH IN ADVANCE SCHEDULE *****

:LINE#:	REP	:CD :	TIME PERIOD	: LGTH :	SEC :	RATE	: START DATE :	END DATE :	SPTS /WK:	WEEK INVT :	DAYS	TOTL SPTS:
:	LINE#:	:	:	:	:	:	DATE	DATE	:	:	:	SPTS:
20.		SZ	800A-900A	30		\$3,000.00	11/4	11/4	0		SUN	0
PROGRAM : FOX NEWS SUN ORD COM1: MANUALLY CREDITED PER M1												
22		S	100P-415P	30		11500.00	11/4	11/4	0		SUN	0
PROGRAM : NFL LATE GAME CREDIT TAKEN FOR 2 SPOT(S) MISSED NOV4												
STATION MAKEGOOD OFFERS:												
M1		REJECT	BUY#20			MISSED:SUN/800A-900A			NOV4	30S	\$3,000.00	(OCT30/12)
OFFER: NONE												
CMT:RATE LOWER TO BE AT LUR. CREDIT \$1500 OR 2 SPOTS @ \$1500. PLS ADVISE.												
M2		OK'D	BUY#22			MISSED:SUN/100P-415P			NOV4(2/WK)	30S	11500.00	(OCT29/12)
OFFER: NONE												
CMT:NO LATE GAME. PLS ADVISE.												

REP HEADLINE# 6399252 TRF# 500448
\$\$\$ MOD# 0 : UNAPPROVED REV #1 \$\$\$

REP: TEL# 610-293-4100 FAX# 610-225-1191
CREDIT ADVISORY: AGENCY CREDIT RISK !!
ORDER WORKSHEET HARRIS REPORT FROM REP OCT30/12 15.12
CHANGES ** KVVU-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
: LINE#	:	:	:	:	:	:	: DATE	: DATE	: /WK	: INVT	:	: SPTS

CONTRACT TOTAL 147850.00
TOTAL SPOTS 86

MARKET TOTALS \$695,400 KVVU 25% KSNV 26% KLAS 17% KTNV 29% KVMY 2% KVCW 1% CABL 0%
KTUD 0%

SHARES EST
SVC- NSI
DEMOS- RA35+*

MOD CODE A-ADD B-BUY TYPE C-CANCELLED DE-DELETE E-EFF DATES L-LENGTH M-MAKEGOOD N-PROGRAM NAME
P-CLASS, PLAN, SECT Q-PAID PGM R-RATE S-SPOTS PER WEEK T-TIME X-LATE Y-DAYS Z-COMMENTS *-MULTIPLE

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Station KVVU	Account Executive Teresa Difuria	Sales Office TELEREP-PHIL
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Demographic Adults 35+		
IDB#	Advertiser Code	Product Code
Agency Ref		Advertiser Ref

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 1	KVVU	10/31/12	11/02/12	Fox 5 News AM M-F 6a-7a	M-F 6a-7a		:30			NM	6	\$7,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	--WTF--				6	\$1,250.00			
N 2	KVVU	11/05/12	11/06/12	Fox 5 News AM M-F 6a-7a	M-F 6a-7a		:30			NM	4	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/05/12	11/11/12	MT-----				4	\$1,250.00			
N 3	KVVU	10/31/12	11/02/12	Fox 5 News AM M-F 7a-9a	M-F 7a-9a		:30			NM	6	\$7,350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	--WTF--				6	\$1,225.00			
N 4	KVVU	11/05/12	11/06/12	Fox 5 News AM M-F 7a-9a	M-F 7a-9a		:30			NM	4	\$4,900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/05/12	11/11/12	MT-----				4	\$1,225.00			
N 5	KVVU	11/05/12	11/06/12	Anderson	3-4p		:30			NM	4	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/05/12	11/11/12	MT-----				4	\$750.00			
N 6	KVVU	10/31/12	11/02/12	Anderson	3-4p		:30			NM	6	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	--WTF--				6	\$750.00			
N 7	KVVU	10/31/12	11/02/12	The Dr.Oz Show	4-5p		:30			NM	6	\$5,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	--WTF--				6	\$900.00			
N 8	KVVU	11/05/12	11/06/12	The Dr.Oz Show	4-5p		:30			NM	4	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/05/12	11/11/12	MT-----				4	\$900.00			
N 9	KVVU	11/05/12	11/05/12	Fox 5 News at 5	5-530p		:30			NM	2	\$2,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/05/12	11/11/12	2-----				2	\$1,400.00			
N 10	KVVU	10/31/12	11/02/12	Fox 5 News at 5	5-530p		:30			NM	6	\$8,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	--WTF--				6	\$1,400.00			
N 11	KVVU	10/31/12	11/02/12	Fox 5 News at 5 MF 530-6p	M-F 530-6p		:30			NM	6	\$7,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			

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<u>Contract / Revision</u>	<u>Alt Order #</u>
500448 /	06399252

<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
10/31/12 - 11/06/12	ROMNEY FOR PRESID	

<u>Advertiser</u>	<u>Original Date / Revision</u>
Romney for President, Inc	10/29/12 / 10/29/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	--WTF--				6	\$1,250.00			
N 12	KVVU	11/05/12	11/05/12	Fox 5 News at 5 MF 530-6p	M-F 530-6p		:30			NM	2	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/05/12	11/11/12	2-----				2	\$1,250.00			
N 13	KVVU	10/31/12	11/02/12	Extra	M-F 7-730p		:30			NM	6	\$7,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	--WTF--				6	\$1,250.00			
N 14	KVVU	11/05/12	11/05/12	Extra	M-F 7-730p		:30			NM	2	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/05/12	11/11/12	2-----				2	\$1,250.00			
N 15	KVVU	10/31/12	11/02/12	TMZ	730-8p		:30			NM	6	\$9,900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	--WTF--				6	\$1,650.00			
N 16	KVVU	11/05/12	11/05/12	TMZ	730-8p		:30			NM	2	\$3,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/05/12	11/11/12	2-----				2	\$1,650.00			
N 17	KVVU	10/31/12	11/02/12	Fox 5 News M-F 10p-11p	10p-11p		:30			NM	6	\$25,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	--WTF--				6	\$4,250.00			
N 18	KVVU	11/05/12	11/05/12	Fox 5 News M-F 10p-11p	10p-11p		:30			NM	2	\$8,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/05/12	11/11/12	2-----				2	\$4,250.00			
N 19	KVVU	11/03/12	11/03/12	FOX 5 News Sat 10-11p	10-11p Sat		:30			NM	2	\$4,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-----2-				2	\$2,100.00			
N 20	KVVU	11/04/12	11/04/12	Fox News Sunday 8-9a	8-9a		:30			NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-----1				1	\$3,000.00			
N 21	KVVU	11/04/12	11/04/12	NFL Early Game	NFL Early Game		:30			NM	2	\$19,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-----2				2	\$9,500.00			
N 22	KVVU	11/04/12	11/04/12	NFL Late Game	NFL Late Game		:30			NM	2	\$23,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-----2				2	\$11,500.00			
N 23	KVVU	11/04/12	11/04/12	Fox 5 News Su 10p-1045p	Su 10p-1045p		:30			NM	2	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-----2				2	\$2,500.00			
Totals											89	\$173,850.00

Time Period	# of Spots	Gross Amount	Net Amount
10/29/12 - 11/06/12	89	\$173,850.00	\$147,772.50
Totals	89	\$173,850.00	\$147,772.50

Signature: _____ Date: _____

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OCT28/12 12.08

REP HEADLINE# 6399252
 *** ORIGINAL REV#0 ***

REP: TEL# 610-293-4100 FAX# 610-225-1191
 CREDIT ADVISORY: AGENCY CREDIT RISK !!
 ORDER WORKSHEET HARRIS REPORT FROM REP
 OCT28/12 12.08
 *** KVVU-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
5			300P-400P PROGRAM : COOPER CON COM1: 2X PER DAY	30		\$750.00	11/5	11/6	4		M-TU	4
6			300P-400P PROGRAM : COOPER CON COM1: 2X PER DAY	30		\$750.00	10/31	11/2	6		W-F	6
7			400P-500P PROGRAM : COOPER CON COM1: 2X PER DAY	30		\$900.00	10/31	11/2	6		W-F	6
8			400P-500P PROGRAM : DR OZ CON COM1: 2X PER DAY	30		\$900.00	11/5	11/6	4		M-TU	4
9			500P-530P PROGRAM : DR OZ CON COM1: 2X PER DAY	30		\$1,400.00	11/5	11/5	2		MON	2
10			500P-530P PROGRAM : NEWS CON COM1: 2X PER DAY	30		\$1,400.00	10/31	11/2	6		W-F	6
11			530P-600P PROGRAM : NEWS CON COM1: 2X PER DAY	30		\$1,250.00	10/31	11/2	6		W-F	6
12			530P-600P PROGRAM : NEWS CON COM1: 2X PER DAY	30		\$1,250.00	11/5	11/5	2		MON	2
13			700P-730P PROGRAM : EXTRA CON COM1: 2X PER DAY	30		\$1,250.00	10/31	11/2	6		W-F	6
14			700P-730P PROGRAM : EXTRA	30		\$1,250.00	11/5	11/5	2		MON	2

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OCT28/12 12.08
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15			730P-800P PROGRAM : TMZ CON COM1: 2X PER DAY	30		\$1,650.00	10/31	11/2	6		W-F	6
16			730P-800P PROGRAM : TMZ	30		\$1,650.00	11/5	11/5	2		MON	2
17			1000P-1100P PROGRAM : NEWS CON COM1: 2X PER DAY	30		\$4,250.00	10/31	11/2	6		W-F	6
18			1000P-1100P PROGRAM : NEWS	30		\$4,250.00	11/5	11/5	2		MON	2
19			1000P-1100P PROGRAM : NEWS	30		\$2,100.00	11/3	11/3	2		SAT	2
20			800A-900A PROGRAM : FOX NEWS SUN	30		\$3,000.00	11/4	11/4	1		SUN	1
21			1000A-100P PROGRAM : NFL EARLY GAME	30		\$9,500.00	11/4	11/4	2		SUN	2
22			100P-415P PROGRAM : NFL LATE GAME	30		11500.00	11/4	11/4	2		SUN	2
23			1000P-1045P PROGRAM : NEWS	30		\$2,500.00	11/4	11/4	2		SUN	2

NOV/12 173850.00

CONTRACT TOTAL 173850.00
 TOTAL SPOTS 89

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: LINE#	:	:	:	:	:	:	: DATE	: DATE	: /WK	: INVT	:	: SPTS

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